

## How does Traidcraft seek to increase its business with leading UK supermarket chains?

Although we do sell some products directly into supermarkets, we recognise that, as a small organisation, we need partners to help us grow our sales in supermarkets and provide the logistical expertise which they require. We therefore often work through licensing relationships.

For example, Burton's Foods manufacture, distribute and sell Geobars and cookies on our behalf, using ingredients sourced by us from our fair trade producers.

We still own the brand, recipe and packaging design. Traidcraft receives a royalty payment on the products Burton's Foods sells to supermarkets, and we continue to buy products for distribution to our Fair Traders, independent retail and mail order customers.

We have other licensing partnerships, such as that for Fruit Passion juices with Gerber Foods and Soft Drinks. We are looking for other, similar opportunities.

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